'Little blue box'

Secret tapes of special pitches will give free calls

NEW YORK — "The Little Blue Box," a device that places the entire telephone system of the world—satellites, cables and all—at the service of its operator, free of charge, is the subject of a revealing article published in Esquire magazine today.

The blue box as pictured in the magazine, looks like a tiny portable radio, is small enough to fit in the palm of your hand, and is not necessarily blue. They have come to be called blue boxes, says Village Voice reporter Ron Rosenbaum, either because those confiscated by the telephone company happened to be blue or to distinguish them from "black boxes," which are devices which allow incoming calls to be made without charge to the caller. The boxes have twelve buttons on the front and one on top.

Each of the buttons reproduces an electronic sound—a beep—that the phone company's own equipment makes. Essentially, it gives its operator the power of a super operator, a phone phreak revealed to Rosenbaum. You can control the phone company's long-distance switching system from your own Princess phone or any old pay phone. How does it work?

The Esquire article cites this explanation:

"About twenty years ago A.T.&T. made a multibillion-dollar decision to operate its entire long distance switching system on twelve electronically generated combinations of six master tones. They decided to use very simple tones—the tone for each number is just two fixed single-frequency tones played simultaneously to create a certain frequency."

The frequencies became public knowledge when a Bell Telephone Laboratories engineer published an article in a technical journal which listed actual frequencies used to create all multi-frequency tones, the article reports.

The tones, Rosenbaum explains in the magazine article, are the sounds you hear in the background, sometimes, after you've dialed a long-distance number, and are not the same tones you hear in touch-tone phones. Phone phreaks believe, says Rosenbaum, that A.T.&T. deliberately equipped touch tone phones with a different set of frequencies to avoid putting the six master tones in the hands of every touch-tone owner.

The tones, then, according to the article, simply have to be reproduced and fed to the phone company's equipment through any toll-free long distance number, such as the 800 numbers used by a number of hotels, airlines and credit card companies. The original phone phreak was a blind kid with perfect pitch, says Rosenbaum, who used to whistle into the phone.

"An operator could tell the difference between his whistle and the phone company's electronic tone generator, but the phone company's switching circuit can't tell them apart." Since frequencies are public knowledge, one has only to find the musical notes which correspond to the phone tones.

"Any cheap family home-entertainment organ will do," said one phone phreak, who also disclosed that the whole list of notes as well as the frequencies is now in circulation in the underground phone phreak network. The network, he said, can even provide cassettes with all the tones recorded, so with two cassette recorders anyone can put together a series of phone numbers and can make all the free calls he wants.

"The bigger the phone company gets and the further away from human operators it gets, the more vulnerable it becomes to all sorts of phone phreaking," said one of them in Esquire. The article also reported the opinion that the recent series of blue-box arrests only mean that "an awful lot of blue boxes are flooding into the country and that people are finding them so easy to make that they know how to make them before they know how to use them."

And, if a blue-box operator sticks to pay phones and 800 numbers, the phone company can't stop them. "Not unless they change their entire nationwide longlines technology, which will take them a few billion dollars and twenty years. Right now they can't do a thing."

Quality and service prime battle area for car sales

DETROIT — While the nation's new economic policies have done much to reduce the price advantages of import cars, the real competitive battle still remains in the sector of quality and service, according to the president of American Motors.

Speaking to 350 supplier representatives on the importance of quality to American Motors' newly introduced Buyer Protection Plan, William V. Luneburg said:

"Call it myth, mystique or whatever, it is a very real fact that all too many buyers believe that in some way the foreign products offer better quality and value—and it would be foolish to assume that the surcharge on import cars and even currency revaluation will in themselves solve the imported car threat.

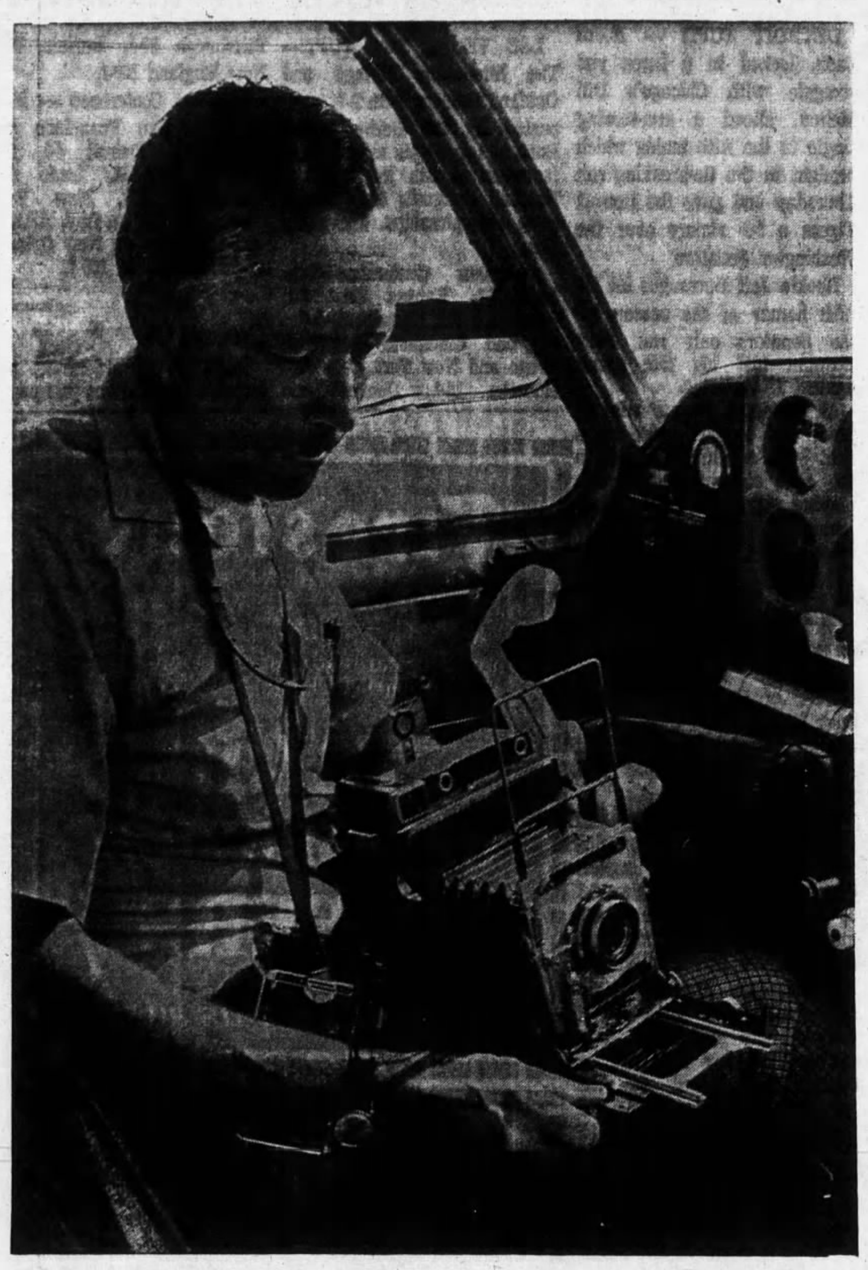
"It is difficult to change an entrenched idea, but the U.S. auto industry must meet the challenge of convincing the car buyer that he would be smarter to buy a domestic product with its better value and assurance that someone cares about any problems he may have after delivery. The answer to winning consumer confidence is performance and action—not in clever advertising or carefully worded warranties."

Although American Motors has intensified its factory quality procedures in support of its Buyer Protection Plan for '72 customers, it is the assurance that the company will make good on any factory defect in material or workmanship that is of main interest to the consumers surveyed in putting the plan together, Luneburg said.

"We found that few people actually expect to receive a perfect car, but they want protection against the cost and inconvenience of getting something fixed that is not their fault, which is what our Buyer Protection Plan is designed to do," he said.

"While I do not discount the value of more equitable treatment between domestic and import cars on the matter of price, I believe we will not get the upper hand in the market place until domestic producers have demonstrated in a very convincing fashion that the U.S.-built car is a better buy," he said.

"This means we must not only deliver better quality cars, but also meet customer expectations by giving them solid and real protection against undetected product defects for a reasonable period," he said.



Bill Anderson examines two cameras used by Ande Aiir, a new aerial photography company. The Kenosha-based company hopes to serve customers within a 400-mile radius. — (Kenosha News photo by Norbert Bybee)

Aerial photo company offers service locally

The photographic technique used by Ande Air, P.O. Box 189, a new aerial photography company, has been being perfected for two years. Using color and black-and-white infra-red film, the oblique shots will indicate a variety of conditions, depending on the need of the company. Pollution and diseased plant detection are two uses of the service.

Airplanes used by Ande Air are a Beechcraft Bonanza and a Cessna 140. Bill Anderson, originator, has been flying since 1943. He served in World War Two as an Army Air Force pilot and has logged several thousand flying hours in instrument-rated aircraft.

Cameras are used in accordance to the requirements of the assignment. They range from 35 mm to 4 inch by 5 inch negative requirement.

The company hopes to provide its services to business and industries within a radius of 400 miles. With the rapid rate of growth and development in this area, the company feels that the demand for this type of aerial photography is on the increase.

Marketing chiefs meet

W. B. Stanley, Jr., a financial marketing specialist and winner of the Sales and Marketing Executives Distinguished Salesman's Award, 1970, will address the initial fall meeting of the Sales and Marketing Executives of Racine-Kenosha, according to A. E. Peyer, SME president. The meeting will be held Monday, Sept. 20, 6 p.m. at the Clayton House.

Stanley, of Standard Register Company, Atlanta, Georgia, will speak on a new approach to business motivation, Peyer said. It is the first of a series of ten programs on sales and marketing management problems slated for this year.

Sales and Marketing Executives of Racine-Kenosha is a seventy-five member organization of men who direct the marketing and sales activities or departments of their companies. The club meets the third Monday of the month with the purposes of generally advancing sales management and educating members in good selling practices, promition of ethical standards, interchange of ideas and the improvement of general public acceptance of the selling profession.

Kenosha business

Offers free Coke glasses

Because public interest in collecting antiques seems high, Yankee Doodle restaurants, including the Kenosha outlet on 75th St. managed by Robert E. Brock, are offering free Coke glasses during this month. These fountain glasses first made their appearance in 1886 and assumed its well-known flared form in 1899. It is available free with the purchase of a burger.

* * *

Attends Advisory Board meeting

Mrs. Ethel Six and Martin Pilger, both of Kenosha, attended the semiannual meeting of the American Automobile Association's Wisconsin Division Advisory Board at Eagle Waters Resort recently.

* * *

Attends construction seminar

Raymond Camosy, Camosy Construction Co., recently attended a five day seminar and Construction Management Workshop in Raleigh, N. C. It was filled as the first seminar uniquely programmed for youth ever held in the field of construction. It included comments on financial and personal management as well as basic pricing and estimating exercises.

* * *

Named assistant controller

Brian A. Guilliom has been named assistant controller, general office, for Dietary Products division of American Hospital Supply Corp. of McGaw Park, Ill. The post will include accounting systems, procedures and controls. Guilliom, his wife, Diane, and their children, Blair, Heather and Gregory, presently reside at 62205 64th St., Kenosha.

* * *

Now a Kentucky Colonel

Ken Monroe, local Kentucky Fried Chicken franchisee, was awarded his "degree" as a full-fledged Kentucky Colonel during ceremonies recently in Louisville, Ky. Monroe operates six Kentucky Fried Chicken stores in the Kenosha area and one H. Salt, Esq. Fish & Chips store.

* * *

Elected an assistant treasurer

Carthage College graduate J. Donald Roland has been named the assistant treasurer of the Ansul Co. of Marinette, Wis. At present he is corporate accounting manager.

* * *

Complete tire specialty course

Darwin Fish, Nate Cucciare, Carl A. Adam, and Richard A. Maksen have recently completed Montgomery Ward's Master Tire Specialist course, considered by the company to be one of the most comprehensive in the tire industry. The training qualifies them as experts in helping motorists select the proper tires on the make of car and type of driving they do.

To describe success of Amway sales

A "success rally" will be conducted in Racine's Memorial Hall beginning at 8 p.m. Saturday, September 25th, according to William and Pearl Lattos, local director distributors for Amway products.

Guest speakers are Mr. and Mrs. Robert Kodzis of Saugus, Mass. known to Amway sales representaaives as Diamond Distributors because they supervise six direct distributors with a sales organization which now covers almost all 50 states and Canada.

Billed as an "entertaining and inspiring speaker," Kodzis is expected to describe how becoming involved in the Amway program changed his life from "business failures to business success." Special Amway oriented music will be provided by a choral group of Amway distributors called "The Nat Olson Singers."

FINANCE & INDUSTRY

Noon quotations

Provided by United Press International

Thomson & McKinnon, Auchincloss, Inc. and Loewi & Co.

Abb Lab 63½	Ford Mtrs 70½	Oak 11
Admiral 16¾	Fruehauf 39⅛	Olin Corp 20½
AlldChem 33⅛	Gen Dyna 20⅝	Outbd M 39¼
Alld Strs 34⅝	Gen El 63	Owens-Ill 54¾
Allis Chal 13½	Gen Fds 37¾	Pan Am 10⅞
Alcoa 51⅜	Gen Mtrs 85⅛	Penney 72⅜
Am Air 36	Gen Tel 30¾	Penn Cen 6½
Am Brands 44⅜	Gen Tire 27	Peoples GL&C 32
Am Can 33⅛	Goodrich 34⅛	Pepsi Cola 63⅛
Am Cyan 35⅜	Goodyear 33½	Pfizer 40⅝
AmElPwr 26¼	Greyhnd 23⅝	Phil Pet 31¼
Am Hosp Sup 38½	Gulf Oil 28⅛	Polaroid 102⅞
AM MTRS 7¾	High Voltage 12	Procter G 72⅞
Am T&T 43	Ill Pwr 35⅝	RCA 32¼
Amsted 41½	Inland Stl 30½	Rep Stl 24⅛
Anaconda 15⅜	IBM 300½	Revlon 65
Arlans 6½	Int Harv 28⅛	Russeks 2⅝
Atl Rich 72⅝	Int Nick 32½	Safeway 35⅜
Avco 17⅝	Int Paper 34	St. Regis 32¾
Bea Fds 40¾	Int T&T 56⅜	SanFeInd 31⅞
Bec Dic 35⅝	Iowa P&L 23⅛	Sears 94
Bendix 43½	Johns-Mn 40¾	Servomation 39
Beth Stl 25¼	Jupiter 8	Shell Oil 46¾
Boeing 15¾	Kaiser Ind 10½	Simmons 34½
Borden 29¾	Kennecott 31¼	So Pac 45
Brunswick 34⅞	Kerr McGee 144¾	Sperry 30¼
Budd 13⅜	Kresge 96	Std Bds 43⅞
Catplr 55⅜	Kroger 31	SO Ind 66¾
Celanese 78¾	Lib McN 7⅞	SO NJ 72¼
Cessna 23¼	Lionel 5¼	Stvns JP 28⅜
Chrysler 30⅜	Litton 26¾	Stud 57½
Cities Svc 44⅞	Lockhd 10⅝	Swift 43
Coca Cola 107	Magellan Pet 4¼	Texaco 32½
Colum Gas 33¼	Marcor 34¼	Tex G Sul 15⅝
Comm Ed 35¾	Martin Mari 20¼	Tex Inst 113¾
Comsat 64⅛	Mar Oil 37¼	Un Carb 48½
Cons Ed 25⅛	Mayta[illegible]8	Un El 18¾
Continental Air 16¾	Mc Don Corp 64⅛	Utd Corp 8¼
Cont Can 37¼	McD Dgls 27⅞	US Gyps 68¾
Cont Oil 31	Merck 113½	US Stl 30
Curtis Wright 11¼	Microwave 33¼	West Un 44½
Deere 49½	Minn Min 120⅜	Wstghs El 92⅞
Du Pont 154⅞	Mobil Oil 50¼	Weyerh 53⅝
Eastman 86	Monsanto 49¾	Wickes 49¾
Eaton Mfg 43⅞	Nat Bis 51½	Wis Elec Pwr 21⅝
EG & G Corp 22¾	Nat Dist 15⅜	Woolwrth 52⅛
Falstaff 6⅛	Nat Steel 41	Xerox 117¼
Firestone 55	NoAmn R 28¾	Zenith 50⅞

Snap-on Bid 69 Ask 70½
Western Pr Bid 19¾ Ask 20¼

NEW YORK (UPI)—Traders moved prices slightly higher in moderate trading on the New York Stock Exchange Friday.

Shortly before the noon hour advances topped declines, 605 to 423, with 1,419 issues traded. The Dow Jones industrial average was ahead 3.21 to 906.32. Standard & Poor's 500-stock index picked up 0.24 to 99.90.

Prices on the American Stock Exchange also were higher, with 360 advances and 218 declines among 841 issues traded.

American Motors on the New York Exchange dropped ⅛ yesterday when trading of 11,300 shares produced a high of 7⅞ and a low of 7⅝ and a closing price of 7⅝.

Livestock and Produce Prices

JOLIET LIVESTOCK

Cattle 725; no prime steers or heifers; all other classes steers and heifers 25-50 higher; slaughter steers high choice and prime 35.00-36.25; choice 33.00-35.00; good and choice 31.50-33.00; good 29.25-31.50; slaughter heifers high choice and prime 33.00-33.50; choice 31.50-33.00; good 29.00-31.50; canner and cutter cows 18.50-21.50.

Monday estimated cattle receipts 4,000.

MILWAUKEE GRAIN

Corn: 7 received, 5 inspected. Rail 1.06-1.14. Truck 1.04.

Oats: 0 received, 0 inspected. No. 2 rail 67.

Barley: 18 received and 2 inspected.

Wheat: 0 received, 0 inspected. No. 2 yellow rail 1.37¼, Truck 1.38½.

Soybeans: 3 received, 12 inspected. Rail 3.00½. Truck 1.28½.

MILWAUKEE LIVESTOCK

Cattle: 250. Steady. Good-choice steers 28.00-33.50. Good-choice heifers 25.00-31.50. Holstein steers 27.50-29.00. Standard to low-good steers and heifers 24.00-27.00. Commercial dairy heifers 23.00-25.00. Utility 20.00-23.50. Common bulls 23.00-25.00. Canner-cutter 19.00-24.00. Commerical bulls 22.00-23.50.

Calves: 50. Steady. Choice 52.00-54.00. Good 44.00-52.00. Common 36.00-44.00. Culls 36.00 and down.

Hogs: 150. Steady-25 higher. Lightweight butchers 18.75-19.25. Heavyweight butchers 17.50-18.75. Lightweight sows 14.75-16.75. Heavyweight sows 13.75-14.75. Boars 13.00 and down.

Sheep and lambs: 25. Steady. Good-choice 20.00-25.00. Common and utility 16.00-20.00. Culls 14.00-16.00. Bucks and ewes 3.00-5.00.

CHICAGO PRODUCE

Cheese: Processed loaf 59½-66¾; brick 59¾-70¼; single daisies 63¾-70; Swiss blocks 80-100 lb. Grade A 70½-76½, B 68½-74½.

Professional engineers meeting at Burlington

The Southeast Chapter, which includes Kenosha and Racine, is hosting the 1971 Fall Conference of the Wisconsin Society of Professional Engineers which opened this morning in Burlington. The conference will continue through tomorrow.

At the meeting at Brown's Lake Resort, a special civic affairs workshop got underway this afternoon on community problems. Guiding the workshop were Leonard Arzt, director of public and community relations of the National Society of Professional Engineers; Thomas G. Frangos, administrator of the division of environmental protection of the Wisconsin Department of Natural Resources and William C. Dries, president of a Madison consulting engineering firm.

Ed Johnson, executive director of the League of Wisconsin Municipalities will challenge engineers to apply their technical training and problem solving talents to community needs during a Saturday luncheon.

HARRIET VAN HORNE

Business underground

NEW YORK — In a society of stone and steel, dedicated to maximum profits and minimal sharing, the hoard of human bliss tends to be small. Even dreams lose their sweetness.

"Maybe we've all got terminal paranoia," says a philosophical friend. Maybe so. It could be owing to a loss of autonomy. We're no longer masters of our fate.

The seats of power have grown mightier and more remote. We don't "feel free," as we once did. Walls, we know, now have ears. Dissent is treason. Conformity is beautiful.

There may be no greater frustration than that rising from the average man's impotence in the toils of a system that levels all. All men equal. All hollow, all drab, all mute and fully automated for the appointed task. If there are cries of pain, the corporate corridors — spiked at the gates but push underfoot — muffle every plea.

But historically, the outcry for justice and decency finally becomes a chorus. This explains a new American phenomenon — the corporate underground.

This underground, according to a long and heartening essay in The Nation, is staffed by rebels in gray flannel suits. Their bosses would say they've been "Naderized" and no doubt they have. So grows our debt to Ralph Nader.

* * *

This new "employee power" takes many forms, writes Timothy Ingram. Some workers "are engaged in quiet, personal protest against company policies." Others are on-the-job conscientious objectors. They refuse to do things they consider unethical, no matter how enriching for the business. Some spill secrets to the press or to consumer groups, alerting them to faulty products or false labels.

It would be easy to dismiss the corporate underground as just one more manifestation of unrest at the grass roots. Certainly we are experiencing a crisis of authority. Dissent and desertion are a major problem in the armed forces. Prison riots are becoming commonplace. And discipline is said to have broken down altogether in many city schools.

But the employee unrest described by Mr. Ingram is altogether different. It's a protestant movement. It's high-minded and it involves, one imagines, workers gifted with restless, creative spirits. That is, the talented people who could become, were the system open and humane, positive assets in the corporate structure.

A certain justice would seem to be on the side of the Polaroid workers' revolutionary movement, which has demanded that the company cease all business with the racist Union of South Africa. Women workers are increasingly active in resisting sex discrimination. Libby-Owens, for example, was taken to court by angry women who wanted equal work benefits — and the women won.

Perhaps the most interesting development in the corporate underground is the clandestine newspaper. In San Francisco, we read in The Nation, an eight-page "AT&T Express" is distributed periodically to employees of Pacific Telephone and Telegraph. The paper explores problems of racism, job safety, employee privacy ("Big Mama" Bell is a sneak, always spying) and public service.

Besides exposing questionable policies within the company, the AT&T Express let it be known that AT&T last year overcharged subscribers by $100 million. This amounts to an average overbilling of $10 per subscriber. This is not unusual, according to a 1968 study of AT&T by Joseph Goulden.

* * *

Standard Oil workers on the West Coast publish a six-page underground paper called The Stranded Oiler. Ingram interviewed the editor, found him urbane, conservative in dress, a professional man. ("He's no Abbie Hoffman.") His motive in establishing the paper, he said, is to counter the "insensitive, initiative-killing regimen" at Standard Oil. The paper prints both scuttlebutt and hard news on company affairs. Next month it will announce winners of its Pig Contest. That is, the 10 most "oppressive" people in the company.

The Oiler, writes Ingram, (who used to be with the TV forum, The Advocates) has questioned Standard's production of defoliants and pesticides, its role in the trans-Alaska pipeline and the safety of its tankers. Men who hawk the paper in front of the plant are mysteriously photographed.

But never mind. The more existence of this underground press is significant. It's a symbol of greater stirrings, deeper anger.

Another thorn in the side of the corporation these days is the whistle-blower. Cost accountants have a high mortality rate because they're on to too many sly tricks — and sometimes they complain. "A favorite trick around inventory time is to load up parts and stock already billed the government, and supposedly used in production, put it in trucks and drive it out of town for a few days." Accountants who honk the horn about such stolen goods are not only fired — they're blacklisted. But they've been heard!